

WORLD AUTO CENSUS

3,114,000 CARS

United States Has Three Times as Many as Rest of Universe.

2,000,000 VEHICLES HERE

In these days of quantity production, with the leading automobile manufacturers of the United States planning for the turning out of a round million of cars the present fiscal year, the question of what may be termed the automobile population of the world naturally arises. Where do these thousands of American cars and the additional thousands made in foreign countries go?

According to statistics compiled by the *Motorists' Age*, a leading automobile trade magazine, following its efforts to obtain an automobile census of the world, there are approximately 3,114,000 automobiles in use throughout the globe. This total seems astonishingly small when it is considered that the latest registration figures indicate that there are 2,000,000 automobiles in the United States alone. The United States has long been recognized as the foremost manufacturer and consumer of motor vehicles, but it remains for the tabulation of figures such as those mentioned above most strikingly to illustrate this supremacy. Approximately 71 per cent. of the world's automobiles are being registered over the roads of this country.

An idea of the position the United States occupies in the motoring field may be gained when it is known that the 11,000 cars in service in other sections of the world represent less than the total of cars registered in the States of New York, Ohio, California and Iowa. There is one important factor in connection with the compilation of these figures which has to be reckoned with, and which tends further to advance the standing of the United States as a nation of automobilists. This is the war now raging on the other side of the Atlantic. The leading nations involved in this struggle include the foremost of the European automobile builders and users. In Great Britain, France, Germany, Austria, Russia and Italy practically all the privately owned motor vehicles have been requisitioned for military service, in which their period of usefulness is decidedly limited.

The absence of official figures on the number of cars in use in these countries

permits are permitted to assemble parts made before the war into cars for private use.

Many of the countries recorded in the accompanying table do not officially enumerate the motor vehicles within their borders, the figures shown having been obtained from reports from consular officers and United States Government export statistics. The United States, of course, ranks first, having more than three times as many cars as all the other countries combined. Great Britain comes second with 276,630 cars, which represents about one vehicle to every nine in this country. France and Germany, with their networks of good roads and years of advance over the United States in the general manufacture of motor vehicles, occupy third and fourth places respectively with 214,000 and 211,450. It is interesting to note in connection with these four countries that their standing in the automobile manufacturing line is relatively the same as that given above for consumption.

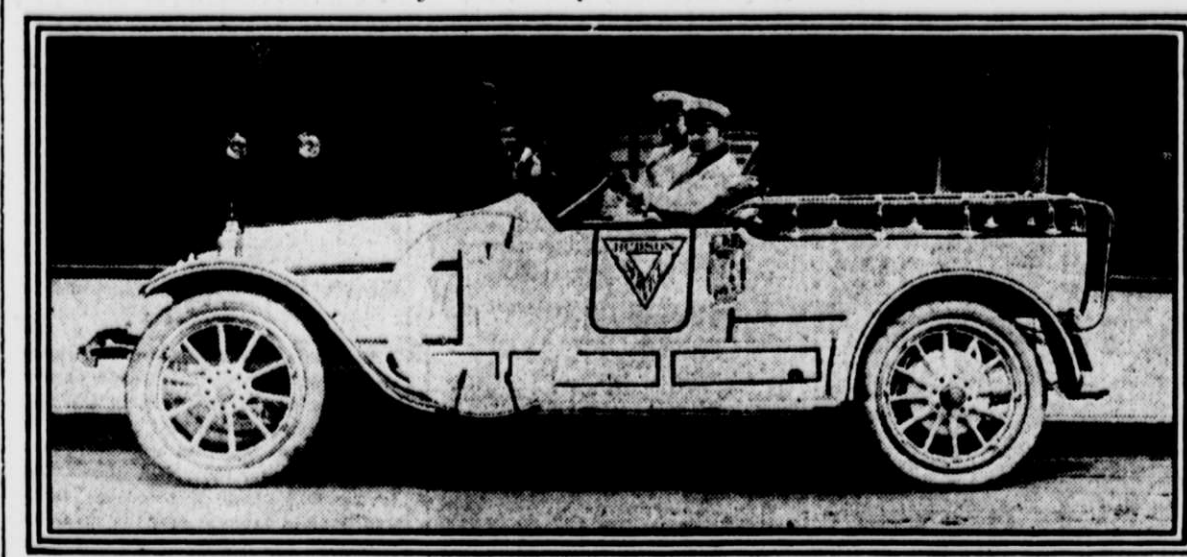
Canada, on the other hand, has never been a quantity manufacturer of automobiles, but has always been America's largest purchaser of cars made in this country. Within the last few years several American manufacturers have established plants in the Dominion, where cars are assembled. Most of these cars, however, have been made for export purposes, the Canadian assembled machines getting a preferential tariff over the United States cars when being shipped to the British colonies.

While Canada ranks fifth in the motor nations with 65,460 cars, Mexico, on our southern border, is well down the list with but 4,290 cars. Australia is a country of exclusively imported cars, a large portion being sent from America, and contains about 20,350 machines. Of the South American countries, with a total of over 23,500 cars, Argentina holds the leading position with 12,550 cars, with Brazil and Uruguay following with 5,400 and 1,810 cars.

Russia until three years ago imported all its automobiles. About a year before the breaking out of the war two motor car manufacturing plants were established, one at Riga and the other at Moscow, but the little progress made along production lines was abruptly halted by the war. Among the concerns that distributed the 13,360 machines in Russia are several representatives of American car manufacturers. Austria's manufacturing activities are also modest, a majority of the 13,160 cars carrying Austrian license plates being made outside its borders. Italy, the home of several cars which have made considerable prestige in this country and the land where the automobile owner pays, or at least did pay before the war, 50 cents a gallon for his gasoline, is ninth in the list of motoring nations with 13,000 cars.

The price of gasoline, not only in Italy but in all of Europe, has had an important influence on the development of the automobile. Although automobilists of the United States are at present

Ready to Help Hudson Owners



This is one of the new service wagons just installed by Harry S. Houghton, Hudson dealer for his New York, Brooklyn and New Rochelle stores. The bodies of the cars, which are fitted to Hudson Super-Six chassis, are designed so they can be used on the lines of a patrol wagon.

are finished in white enamel with silver trimmings and are designed to render instant service to any Hudson owner who may have come to grief on the road. In the car are extra tires, wheels, jack, gasoline, oil and every appliance to aid owners of Hudson cars who

through carelessness or accidents may have met with mishap on the highway. Two men in white uniforms have charge of the car, and all a Hudson owner has to do is to phone where he is and what his needs are and the car is sent to his relief.

WILL BE SHORTAGE OF HIGH PRICED CARS

A. L. Riker Predicts Situation as Result of General Prosperity.

By ANDREW L. RIKER, Locomobile Company of America.

With all the talk of increased output of medium and low priced cars the most interesting fact remains that the demand and the field of the high priced car still holds its position in the market.

It is now an assured fact that there will be a very decided shortage of high priced cars for months to come. With the exception of two or possibly three makers of the highest priced cars of limited output, other manufacturers have directed their attention to the medium and low priced field, so that the really high grade field has been more limited in production than in the demand for the car from the public.



Andrew L. Riker.

Our country is growing larger and richer. More people are enjoying prosperity at present than ever before. That is, more individuals have come into large amounts of money and are in a position to avail themselves of the very best in everything, and this holds true in motor cars. While the possible field of demand for the high priced cars has increased, as shown above by the increased prosperity of the individual, the actual number of high priced cars available has decreased, owing to many manufacturers reducing their quality, together with the price of their cars, and eliminating themselves from the high priced and high quality field.

More people have learned to appreciate the luxury and service and easy riding qualities of the big car, and the demand for it cannot be affected by the smaller and lighter types among that class of people who always buy the best of everything. Ease of riding, luxury and high quality can only be obtained by the highest grade materials, engineering ability and workmanship.

The Locomobile Company of America is adhering strictly to this policy of limited production and will not increase its output.

Batteries Need Care in Winter.
"These days of winter weather you will save yourself a lot of trouble by preparing for winter lighting now," says C. H. Larson, president of the Oldsmobile division of New York City. The season of shorter days and longer nights the car may stand all winter in front of the theatre, club, church or home and it is then you will find it well that the lighting facilities have been put in good order. The wise motorist will have his battery inspected and go through the winter right.

Bradfield Advanced in Velle Sales.
E. E. Bradfield, who has been with the Velle sales department since the inception of the Velle Motor Vehicle Company, has been appointed sales manager. He will be assisted by George H. Lord.

PREDICTS BIG YEAR FOR 4 CYLINDER CARS

Walter E. Flanders Outlines the Chief Motor Feature of 1916.

By ANDREW L. RIKER, Locomobile Company of America.

To a greater degree than in any prior season motorists will in 1916 be united on one general type of automobile, says Walter E. Flanders. That one type of car will be distinguished by the fact that it is driven by a four cylinder motor, he continues. "More so even than was the case in 1915—the greatest year in the record for the four cylinder car—1914 will be a four cylinder year," predicts the Maxwell president and general manager.

"The man who views the automobile industry from the outside is sometimes confused by the large number of cars he sees advertised, cars a great majority of which seem to feature motors with six, eight or even twelve cylinders. A visit to an automobile show is likely to strengthen this impression, for show space is apportioned to large and small firms alike.

"In view of this condition the student of motoring conditions would be wise to equip himself with a point of view which would enable him to secure the right perspective of the industry. We judge future events by the light of recent history. Let us recall some of the facts of last year. Choice for space at the New York and Chicago shows was apportioned on a basis of the value of output. We are therefore able to select seven manufacturers who led in quantity production.

"Of these seven three were exclusively builders of 'fours.' Two others centre nearly all their manufacturing activity on the building of 'fours.' And the three manufacturers showing the largest increase in product during the year were the three building 'fours' exclusively.

"In all probability four out of every five cars sold last year were 'fours.' And there is every reason to believe that the preponderance of 'fours' in 1916 will be even greater.

"Fours' won their victory in the field of sales on a basis of value and efficiency. The 'four' is the least complicated manufacturing proposition in the automobile world and can therefore be produced in great quantity and at a more attractive price than any other type of modern motor car. Problems of carburetion with which other manufacturers are still struggling are never present in the 'four.' The 'four' is every speed competition of 1915 and virtually monopolized that field of effort. They made efficiency showings in economy of supplies far in advance of other types. In the hands of owners they proved themselves the nearest approach to trouble proof mechanism yet known.

"A 'four'—I am proud to say, a Maxwell 'four'—has just broken all records for endurance by running over 22,000 miles without a motor stop, covering more than 500 miles a day for forty-four days, and setting speed records as well for all distances above 3,000 miles.

"Watch the 'four' in 1916. Watch it in sales, service to owners and in every detail of motoring effort. It is going to increase its margin of supremacy in every department."

NO TIRE TROUBLE HERE.

Lincoln Highway Man Finds His Goodyear Cautions Effective.

Just before Thanksgiving, 1915, H. C. Ostermann, field secretary of the Lincoln Highway Association, returned to the United States after a tour of Europe, after having spent the entire summer upon the route of the Lincoln Highway between New York and San Francisco. One of the interesting features of his report was the statement he made relative to the service he obtained from the Goodyear tires with which his car was equipped for the journey.

Ostermann left New York city early in April, traveling westward over the Lincoln Highway. In Akron the Stutz car which he was driving was equipped with Goodyear tires, all weather tread in the rear and cord tires in the front. From the date until he arrived in Detroit, which included 5,500 miles of travel over the Lincoln to San Francisco and return, Mr. Ostermann drove from Akron to San Francisco with the original Akron air in all four tires and returned from San Francisco to Elkhart, Ind., before having the first puncture. In all these tires traveled a distance of 6,000 miles in round figures, carrying a car weighing 4,000 pounds without equipment over every possible road condition to be found in spanning the country.

MITCHELL CLOSED CARS.

Special Designs and Standard Bodies for Customers.

"We have had special reason during the last week to be thankful that we made plans months ago to obtain a good many closed cars for delivery at this time," said Carl H. Page yesterday. "For there have been many calls for them in the days following the close of the Palace show. Some of these examples of fine coachwork did not reach New York in time to be displayed in the Grand Central Palace on account of the railroad freight congestion. But now there are Mitchell's with various types of closed bodies on our showroom floor not only in New York but also at our branches in Brooklyn, Newark, New Haven and Philadelphia.

"Our nine passenger limousine aroused great interest during the show and this success was repeated at the Philadelphia local exhibition. We are ready to show almost any sort of an enclosed body that a customer may wish. All these bodies have been built especially for our own designs made under our own direction here in New York. Included in the lot are sedans, saloons, coupes, limousines, cabriolets and broughams. We also have a few of these special enclosed bodies that have not been painted and may be finished in colors to suit the taste of buyers."

Wet Nurse to a Gold Chassis

To insure the safe transportation of the \$25,000 Studebaker gold chassis around the auto show circuit calls for extra precautions. For example, S. J. Fournier, Cleveland agent of the American Express Company, personally conducted the chassis from New York to Cleveland. He rode in the special car that carried the chassis, accompanied by a Pinkerton man who guards it at the various motor car shows.

The chassis was loaded on the special car right in the Grand Central Station, instead of being towed over to the freight depot. Permission was got from the New York Central officials, inasmuch as this act set a new precedent.

Extreme measures are being taken by the Studebaker Corporation to prevent this chassis, containing 350 ounces of pure gold, from being stolen or mutilated.

It is oil feed from coal, convertible top, with equipment including a speedometer, gasoline gauge, foot and robe rail and electric horn.

Magneto for 8 Cylinder Cars.

One of the interesting bits of news emanating from the convention of Bosch distributors, held in New York recently, was that in a very short time the trade would be in a position to supply a popular priced eight cylinder Bosch magneto designed to be just the ignition system for eight cylinder car owners who may experience difficulty with their present battery ignition systems.

Belmont Buys Maxwell.

Among the many residents of Greater New York who bought Maxwell cars at the recent national show was August Belmont, Jr., 43 Exchange place.

MOTORISTS BECOMING CAREFUL IN DRIVING

Government Report Says Fatalities Decrease Proportionately in Last Five Years.

"During the five years from 1909 to 1914 the number of automobiles in use increased more than twice as rapidly as the number of fatalities caused by them," says a report issued by the United States Department of Commerce. Comparing mortality figures given in a preliminary report by the Bureau of the Census, with figures showing the numbers of automobiles in use, the Department of Commerce shows that while the number of automobiles registered increased from 200,000 in 1909 to 1,750,000 at the end of 1914, or 75 per cent., the number of deaths due to automobile accidents increased from 532 in 1909 to 2,623 in 1914, or 315 per cent. in an area containing 56 per cent. of the population of the country. Thus automobiles have increased more than two and one-third times as much in the five years as the automobile fatalities.

A comparison based on the increase in the rate of automobile fatalities per 100,000 population, which the report states is a more reliable basis, because the accidents in a given area of population will tend to be proportional to the number of machines in that area, shows that the increase of 75 per cent. in the number of automobiles has been accompanied by an increase of 258 per cent. in deaths. On this basis the fatalities have increased only one-third as much as the number of vehicles.

"The figures appear to furnish ample justification for the conclusion that the automobile today is being driven with greater care and more regard for public safety than it was a few years ago," concludes the Government report.

Chandler Building Fifty a Day.

The Chandler Motor Car Company's new model for 1916 is a seven passenger six cylinder touring car which sells for \$11,455. At present the company is producing fifty cars a day and this production should be up in the neighborhood of 100 cars a day by April 1. It is expected that upward of 15,000 cars will be produced and sold this year.

J. E. Fields



Sales Manager Hupp Motor Car Corporation of Detroit.

Premier Absorbs Maiz Truck.

The Maiz Motor Truck Company has passed into the hands of the newly formed Premier Motor Corporation of Indianapolis. The Maiz was the first American made internal gear driven truck built in Indianapolis, where its manufacture will be continued. The officers of the newly organized company are: President, E. W. Steinhardt, vice-president, F. W. Woodruff, secretary, Frank E. Smith, treasurer, F. W. Steinhardt, directors, E. W. Steinhardt, F. W. Woodruff, Harry L. Thompson, Frank E. Smith and George A. Barr.

Seward Is Jeffery Sales Manager.

Jeffery passenger car sales are now in charge of E. G. Seward as sales manager and W. B. Riley as assistant sales manager. The truck sales department is in charge of H. C. Hart and the foreign department in charge of J. A. Rose. These men have all been with the Jeffery company for a number of years.

MOTOR CAR CENSUS OF THE WORLD.

Afghanistan.....	65	Italy.....	13,000
Algeria.....	5,900	Jamaica.....	548
Arabia.....	20	Japan.....	1,200
Argentina.....	12,550	Libya.....	400
Australia.....	20,350	Madagascar.....	75
Austria.....	13,160	Mexico.....	4,290
Belgium.....	9,400	Morocco.....	400
Bolivia.....	100	New Zealand.....	10,000
Brazil.....	5,400	Paraguay.....	18
British N. Borneo.....	5	Persia.....	27
Bulgaria.....	8,340	Philippines.....	2,500
Burma.....	3,050	Porto Rico.....	2,400
Canada.....	800	Portugal.....	1,200
Ceylon.....	55,000	Rumania.....	1,800
Chile.....	2,150	Salvador.....	15,360
China.....	714	San Marino.....	40
Colombia.....	1,131	Santo Domingo.....	15
Czechoslovakia.....	145	Serbia.....	120
Cuba.....	2,695	Siam.....	9,000
Denmark.....	8,525	Straits Settlements.....	2,193
Dutch East Indies.....	7,418	Switzerland.....	5,100
Ecuador.....	171	Taiwan.....	275
Egypt.....	98,400	Turkey.....	525
France.....	214,000	United States.....	2,000,000
Germany.....	211,450	Uruguay.....	1,810
Greece.....	335	Venezuela.....	775
Guatemala.....	210	Zanzibar.....	40
Haiti.....	45		
Holland.....	3,750		
Hongkong.....	65		
Hungary.....	6,200		
India.....	11		
Indonesia.....	7,735		

sales necessary to estimate the "motor population," using as the basis for this approximation the number of vehicles officially recorded before the war, adding the machines shipped from the United States to the various countries since the spring of 1914 and also including a moderate allowance for the vehicles that might have been made at home in the war period. It must be remembered, however, that in view of the fact that the various factories are in effect government controlled the number of cars produced for private consumption is indeed very small. In Great Britain practically all the motor car factories have been converted into munition plants, but in France several of the automobile com-

panies are permitted to assemble parts made before the war into cars for private use.

WILL BLAZON 'USCO' NAME.

To Popularize New Tire Brand.

Says J. C. Weston.

J. C. Weston, sales manager of the United States Tire Company, believes in the wisdom of converting the names of products into valuable business assets through the power of modern advertising. By steadily up to the advertising the name of any commercial product can be made a tremendously valuable business asset of ever increasing worth," says Mr. Weston. "The United States Tire Company intends to give the name 'Usco' by which our latest tire is known, a big value. We shall make this name a business asset in a very short time. It will be accomplished by steady, consistent advertising in the newspapers and magazines.

advertising can quickly make it valuable.

Cadillac Eighties Exceed 22,000.

The calendar year ended December 31, 1915, marked the largest in volume of business in the history of the Cadillac Motor Car Company. The manufacture and distribution during that period reached the total of 22,000 of the eight cylinder cars, aggregating in retail sales value more than forty-five millions of dollars. Including the eight cylinder cars shipped prior to January 1, 1916, and since January 1, 1916, the company has exceeded 22,000 cars of this pioneer V type.

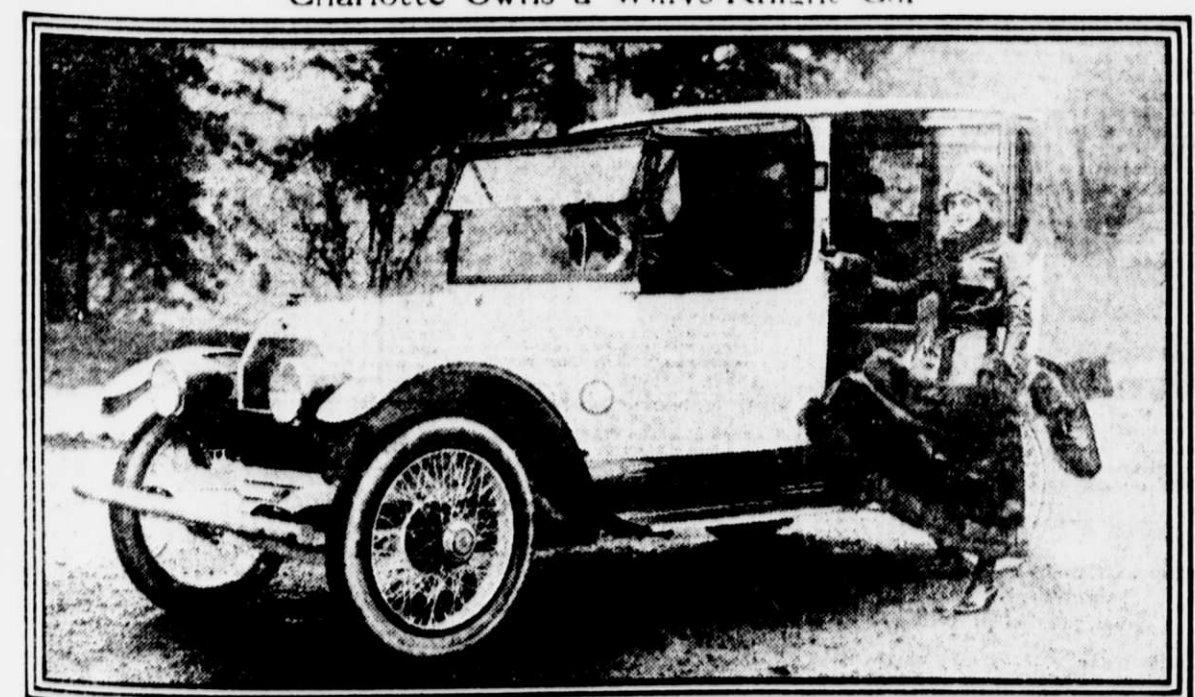
Renfro Co. Have Sunderland Sales.

J. F. Renfro Co., Inc., have been appointed exclusive factors distributors for the Sunderland safety car, and their former New York office has been closed. All shipments are being made through New York, where they are turning out 200 of the "Mouse Trap" cars, butchers a day.

Bradfield Advanced in Velle Sales.

E. E. Bradfield, who has been with the Velle sales department since the inception of the Velle Motor Vehicle Company, has been appointed sales manager. He will be assisted by George H. Lord.

Charlotte Owns a Willys-Knight Car



Charlotte, the skater at the Hippodrome, has just got a new closed car. It is a brougham in white and gold, mounted on a Willys-Knight chassis. The inside fittings are gold, the bright parts of the motor are silver plated, the body is upholstered in plush velour. This is one of the special bodies built by C. T. Silver.

C. T. SILVER MOTOR CO., Distributors 1760 BROADWAY, AT 57TH STREET
 YONKERS: 1 Manor House Sq. TEL. 5140 Yonkers.
 BROOKLYN: 1400 St. 3d Ave. TEL. 9012 Brooklyn.
 NEWARK: Broad & Commerce Sts. Opp. Post Office. TEL. 6450 Market.
The Willys-Overland Company, Toledo, Ohio